

NHTSA 2011 Communications Calendar

January 2011							February 2011							March 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
23 30	24 31		25	26	27	28	27	28						27	28	29	30	31		
April 2011							May 2011							June 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7				1	2	3	4
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30		
July 2011							August 2011							September 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6					1	2	3
3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10
10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17
17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24
24 31	25	26	27	28	29	30	28	29	30	31				25	26	27	28	29	30	
October 2011							November 2011							December 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5					1	2	3
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
23 30	24 31	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
Note: Calendar dates and themes are subject to change.														Jan. 2012 1 2						

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<div>January 31 – February 6, 2011</div> <div>Super Bowl Sunday</div> <div>IMPAIRED DRIVING</div> <div>Primary Message: Fans Don't Let Fans Drive Drunk</div>	<div>June 20, 2011</div> <div>National Ride to Work Day</div> <div>MOTORCYCLE SAFETY</div> <div>Message: Share the Road with Motorcycles</div>	<div>October 16 – 22, 2011</div> <div>National Teen Driver Safety Week</div> <div>Primary Message: Drive by the Rules. Keep the Privilege.</div>
<div>March 8 – 17, 2011</div> <div>St. Patrick's Day</div> <div>IMPAIRED DRIVING</div> <div>Primary Message: Buzzed Driving Is Drunk Driving</div> <div>Social Media: Twitter Party</div>	<div>June 19 – July 4, 2011</div> <div>Fourth of July</div> <div>IMPAIRED DRIVING</div> <div>Primary Message: Drunk Driving. Over the Limit. Under Arrest.</div>	<div>October 25 – November 1, 2011</div> <div>Halloween</div> <div>IMPAIRED DRIVING</div> <div>Primary Message: Buzzed Driving Is Drunk Driving</div>
<div>April 2011</div> <div>National Distracted Driving Awareness Month</div>	<div>August 2011</div> <div>Back to School Safety Month</div> <div>Primary Message: Walk, Bike, and Ride to School Safely!</div>	<div>November 14 – 27, 2011</div> <div>Thanksgiving Holiday Travel</div> <div>OCCUPANT PROTECTION</div> <div>Primary Message: Buckle Up America. Every Trip. Every Time.</div>
<div>May 2011</div> <div>Motorcycle Safety Awareness Month</div> <div>Primary Message: Motorists and Motorcyclists Share the Road</div> <div>Bicycle Safety Month</div> <div>Primary Message: Make Bicycling Safe for Riders of ALL Ages</div>	<div>August 19 – September 5, 2011</div> <div>Impaired Driving</div> <div>National Enforcement Crackdown</div> <div>Primary Message: TBD</div>	<div>November 27 – December 11, 2011</div> <div>Holiday Season</div> <div>IMPAIRED DRIVING</div> <div>Primary Message: Buzzed Driving Is Drunk Driving</div> <div>Twitter Party: Buzzed Driving Is Drunk Driving</div>
<div>May 23 – June 5, 2011</div> <div>Click It or Ticket</div> <div>National Enforcement Mobilization</div> <div>OCCUPANT PROTECTION</div> <div>Primary Message: Click It or Ticket</div>	<div>September 18 – 24, 2011</div> <div>Child Passenger Safety Week</div> <div>National Seat Check Saturday (September 24)</div> <div>OCCUPANT PROTECTION</div> <div>Twitter Party: Child Passenger Safety</div>	<div>December 16, 2011 – January 2, 2012</div> <div>Holiday Season</div> <div>IMPAIRED DRIVING</div> <div>Primary Message: Drunk Driving. Over the Limit. Under Arrest.</div> <div>TV Road Block</div>
	<div>October 2011</div> <div>International Walk to School Month</div>	